

**PUBLIC INFORMATION AND EDUCATION COMMITTEE**  
**MEETING NOTES**  
**Sept. 4, 2014**

Members Present: Robert Ziegler – ERM, Jodi McCormick – American Ambulance, Maria Wilson – Mystic River Amb, Glenn (?) – Mystic River Amb

Conference call-ins: Paul Rabeuf - Charlotte Hungerford Hosp, Jon Barbagallo – Norfolk Fire PIO, Emily Masters

**1.0 Call to Order**

The meeting was called to order at 1103hrs by Chair Bob Ziegler at ERM, 1116 Portland-Cobalt Road, Portland. Thank You given to Paul Rabeuf and CHH for allowing the use of his GoTo meeting platform.

**2.0 NHTSA Report**

In response to the 2 items listed by NHTSA for response by PI&E to the Advisory Board, the committee unanimously agreed and approved the data extracted from PCR's to target injury prevention activities, and; that OEMS should fill the vacant epidemiologist position when possible.

**3.0 Process for Ongoing PSA's/posting**

Bob shared a PSA developed for the public by the fire service to realize the activities that go on at a scene are not just personnel fooling around having a picnic. EMS should look into such PSA's for EMS specific activities. For instance, thought should be given to create a PSA educating the public to the future situations of staying on scene for 20 plus mins during a cardiac arrest and not rapidly transporting their loved one who is dying. The public will have no idea why we are not 'transporting them quickly' so they can be saved, like we do everyone else. Info will try to be gathered from AHA to see if they have anything for this topic.

PSA's should be thought of, in varying fashions, by all services individually and the EMS system in general, especially with growing knowledge of towns oversights on EMS post Oct. 1<sup>st</sup>. Towns should be encouraged to add the Regional Councils websites to theirs and vice versa. Discussion about using platforms like Constant Contacts was considered.

Additional discussion ensued about other ways we can help prevent damaging our 'image' in general. We need to look better, dress the part and act the part. Appearances are often an issue in many communities. Bob also suggested starting a campaign noting to all EMS personnel, "we don't live in Barns and we don't drive Busses"! Let's talk the part as well. It's a mentality and an image portrayal, we all need to do our part.

There is also a website, everydayheroct.org that promotes the fire service and membership and list services in each town as a quick reference. How can this be created for EMS? Who would do it, how would it get paid for? The never ending question.

How can the new EMS Chief's organization be utilized to assist in these endeavors?

There was discussion on the daily info disseminated by the Fire List Serve and possibly trying to resurrect with more regularity and membership a similar one currently used for EMS, "CT-EMS". There was also discussion on how to gather more Facebook activity. Though the Regional Coordinators send regular information for EMS providers we should look at ways to broaden that. The use of Everbridge was considered, or obtaining the data lists for Everbridge to be used for another list serve.

The possibility of having one person from each Regional PIE come to the Advisory PIE meetings to share information was discussed and encouraging any PIO's within Dept's to become involved.

Bob will work on getting info concerning access to PBS stations for general PSA's.

The creation of a general information brochure, enhancing the image and mission of EMS was discussed. This could be handed out to all Exam Proctors to disseminate to students, initial and recert classes, to help get the word out.

4.0 **New Business**

Discussion was given to creating a Mission Statement for the PI&E Committee.

Jodi McCormick accepted the position of Co-Chair for the committee.

It was agreed that the committee will meet monthly, on the first Thursday of every month at 1100. The next mtg will be Oct. 2, 2014. For now all mtg's will be at ERM with a teleconference capability.

5.0 **Adjourn**

Meeting adjourned at 1209hrs

Respectfully Submitted:

Robert Ziegler, Chairman  
PI&E Committee

DRAFT

**PUBLIC INFORMATION AND EDUCATION COMMITTEE**  
**2014/2015 Meeting Schedule**

**2014**

Oct. 2 – ERM

Nov. 6 – ERM

Dec. 4 – ERM

**2015**

Jan. 8 – ERM

Feb. 5 – ERM

March 5 – ERM

April 2 – ERM

May 7 – ERM

June 4 – ERM

July 2 – ERM

Aug. 6 – ERM

Sept. 3 – ERM